

REMARKS

Reconsideration of this application is respectfully requested.

- 1. Claims 1-9, 11-19, 21-28, 30-37 and 39-40 are patentable over Portuesi, because Portuesi does not describe recognizing one or more elements in an unmodified broadcast data stream and, prior to broadcasting, automatically inserting interactive triggers based on this recognition.**

Portuesi (U.S. Patent 5,774,666) describes a system and method for displaying an active uniform network resource locator (URL) embedded in a time-based medium. Upon activation of this locator by a user, the referenced resource is retrieved and displayed. (Portuesi Abstract). However, Portuesi does not teach or suggest the presently claimed elements of “recognizing one or more elements in an unmodified broadcast data stream; and prior to broadcasting, automatically inserting an interactive TV trigger into the broadcast data stream based on the recognized elements.”

In the system described by Portuesi, URLs are embedded in a time-based medium by explicitly defining in a special track when the URLs should appear and where they should be placed on display. Further, Portuesi requires explicitly associating the URLs with audio, image and other elements of a time-based medium using the temporal relationship between the various tracks. (Portuesi column 4 line 49 – column 5 line 12, column 5 lines 20-27, lines 40-45). This is how the Portuesi system is able to associate URLs with audio, image and other elements of a time-based medium.

Tables 1-8 (Portuesi column 7-8) further illustrate the explicit definition of placement and timing of the URLs’ appearance. For enabling a hotspot, shape boundaries (e.g., 2D coordinates) will have to be explicitly defined. (Portuesi column 8 Table 5). Similarly, durations, frame motion association, etc., all have to be explicitly defined. (Portuesi column 7-8 Table 2, 8). In other words, someone (e.g., a human operator) has to explicitly define the placements, timing and association of the URLs with other elements of the time-based

medium. Thus, in the Portuesi system there is no provision for recognizing elements in an unmodified broadcast data stream and, based on this recognition, automatically inserting interactive TV triggers, as required by the present claims.

2. Claims 10, 20, 29 and 38 are patentable over Portuesi because it fails to describe recognizing one or more elements in an unmodified broadcast data stream and automatically inserting interactive triggers based on this recognition.

Claims 10, 20, 29, and 38 depend on independent claims allowable over Portuesi, as discussed above. Accordingly, these dependent claims are all allowable for at least the same reasons as their respective base claims.

For at least the foregoing reasons, the present claims are patentable over the references cited in the Office Action. If there are any additional fees due in connection with this communication, please charge our deposit account no. 19-3140.

Respectfully submitted,
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